



AB 411: Making Sure All Our Beaches Are Safe Through Effective Communication

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Monterey County Environmental Health Bureau

MEPHLI Cohort III - October 11, 2017

Project Goal

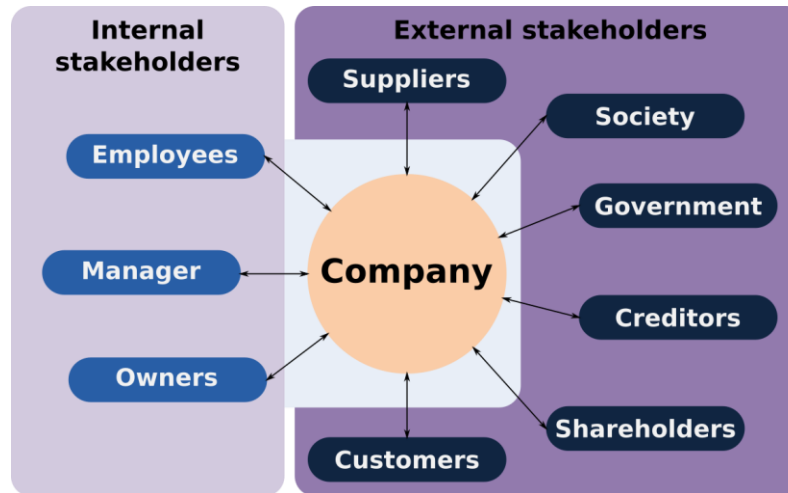
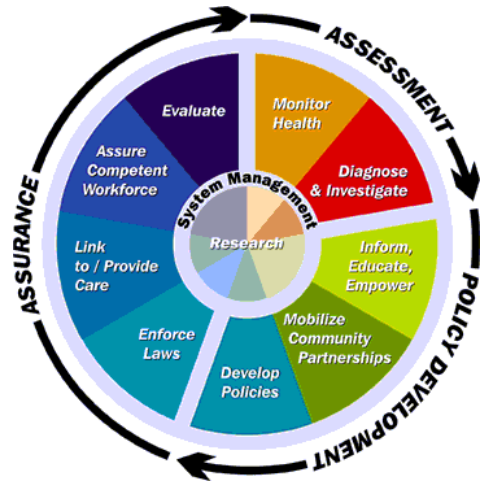
Design and implement an effective system of communication with other entities and external stake holders by the end of the upcoming fiscal year, June 30, 2019:

- Public
- Visitors/tourists
- City of Sand City
- City of Monterey
- City of Pacific Grove
- City of Pebble Beach
- City of Carmel

The Environmental Health Bureau, Consumer Protection, currently tests for presence of elevated bacteria levels from eight different beaches throughout the Monterey County, known as the Assembly Bill 411 (AB 411).



Ensuring safe beaches through effective communication addresses the 3 core functions of Public Health:



Public Awareness

- Enhance public awareness through the County of Monterey Health Department website. By providing demonstration videos, such as how a samples is taken, equipment used to take a sample, and how the water sample is tested in the lab.



The screenshot displays the County of Monterey Health Department website. The header includes the County of Monterey logo and the tagline "Proudly serving the community since 1850". A search bar is located in the top right corner. The main navigation menu includes links for RESIDENTS, BUSINESS, GOVERNMENT, VISITORS, and HOW DO I... The page title is "COUNTY OF MONTEREY HEALTH DEPARTMENT". The contact information is listed as 831.755.4500 and health@co.monterey.ca.us. The main content area features a "HOW DO I?" sidebar with dropdown menus for "Get:", "Apply:", "Report:", "Find:", and "Provide Comments". The main content area displays a "Public Beaches: Water Quality" update, stating: "AS OF 9/28/2017 ALL SAMPLED MONTEREY COUNTY BEACHES ARE OPEN WITHOUT RESTRICTION." The page was last updated on 9/28/2017 at 3:13:50 PM. A footer note provides contact information for beach postings or closures: "For the latest information about beach postings or closures based on the most recent bacteriological test information, call the Beach Condition Hotline 1-800-347-6363."

Contributing Factors

1. Lack of grant money availability
2. Lack of personnel and/or time approval from Department
3. Lack of contribution from Stakeholders



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Conclusion

- The Environmental Health Division will address further health concerns by educating the public in an assortment of topics.
- The Environmental Health Division will be able to post information to the public to further raise awareness.
- The Consumer Protection Program will be able to expand communication skills.



Questions
